**Press release**

# DIGITAL360: InnovacionDigital360.com, the new Spanish-language online portal dedicated to digital transformation

*Milan, 2 December, 2021* - **DIGITAL360 S.p.A.**, an innovative SME listed on the Euronext Growth Milan market (formerly AIM Italy), announces the birth of InnovaciónDigital360.com, the Spanish language portal that aims to tell all the opportunities of digital innovation for Latin American countries and Spain.

In the last year, also driven by Covid-19, the digital market in Latin America has grown by 7.7% (5.5% in 2020) and in 2022 it is estimated that 40% of GDP will come from the effects of digitalization. Recently, there has also been strong growth in the digital technologies market in Spain, where the "Spain Digital 2025" programme has been active, which envisages the implementation during 2020-2022 of a set of structural reforms that should mobilise a significant volume of public and private investment, in the order of €70 billion (Ministerio de Economía y Empresa).

**InnovaciónDigital360.com** is aimed at all those managers of companies and public administrations who deal with digital innovation and information and communication technologies (ICT) - Chief Information Officer, IT Manager, Chief Digital Officer, Chief Information Security Officer, etc. - and addresses the theme of digital transformation at 360 degrees: from artificial intelligence to cybersecurity, from Big Data to Cloud Computing, from Internet of Things to Blockchain.

**"InnovaciónDigital360.com** represents DIGITAL360's first publishing project abroad - says **Raffaello Balocco**, CEO of DIGITAL360 -. We start from a huge geopolitical area that includes more than 550 million people in the world who speak Spanish as their first language and aggregates a total GDP of more than 4.5 trillion dollars, and therefore with a potentially huge reference market. "

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This press release is available on the Company's website at www.digital360.it.

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**DIGITAL360**

DIGITAL360, a company listed on the Euronext Growth Milan Market (formerly AIM Italy) of the Italian Stock Exchange, has the objective of accompanying companies and public administrations in the understanding and implementation of digital transformation and favoring their encounter with the best technological suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, startups, etc.) in communication, storytelling, event management, and generating business opportunities. The other, called "Advisory & Coaching" is aimed at all companies and public administrations that want to undertake any kind of digital transformation. NetworkDIGITAL360, transversal to both Business Units, is the largest network of online publications dedicated to all topics of Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and skills thanks to analysts, journalists, consultants and experts in the digital world, united by a great passion and mission: digital innovation as an engine for the growth and modernization of our country. For further information: www.digital360.it

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